

# News production and the dangerous fake news noise

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**Abstract—** *Technological advances have propitiated the present Era, the possibility for all people to produce mass news. With globalization and technological evolution, there is also noise in communication: fake news. This work aims to address the challenge of producing information in the face of false news. The applied methodology was the bibliographic research, study of published works and investigation comparing the sources of false news with the publications of the correct sources.*

**Keywords—** *news, fake news, Communication.*

## I. INTRODUCTION

With the advent of the internet in the 60s and soon after the emergence of social networks, there was the possibility for people to communicate with the whole world instantly. The production of videos, photos and news, which previously belonged to the Journalist, is now possible for everyone, even before the professional fulfills his duty to inform society with investigated matters. From this point, the problem to be analyzed in this article arises: the fake news.

Great challenges face the art of producing information at a time when everyone is a content producer due to globalization and technological advancement. Anonymity and ease of access to news production brings with it the production of a lot of information that is not always true, often manipulative and without due investigation and sometimes the result of post replies without even checking the source or comparing it to others.

Fake news is gaining more strength than the very veracity of the facts. It is more concerned with producing fast content than if it is actually sustained by content consumers who read and replicate them as if they were true, sometimes because of the urge to be one of the first to publish.

In this article the danger of the fake news effect in the production of news, information will be addressed. The role of the communicator, the content producing agent, the consumer and their responsibility for information will be addressed, highlighting the importance of investigating and taking a broader view of the fake news danger. During

the study, examples of fake news will be exposed, in contrast to credible information and the dangers arising from its use.

## II. NEWS PRODUCTION AND THE DANGEROUS FAKE NEWS NOISE

Communication is a fundamental part of living beings. Everyone has their way, even if biological, of communicating. The human body, for example, communicates with each other for proper functioning. The human race stands out for having a more developed intelligence of communication in relation to other living beings. As a social being, communication becomes fundamental to humanity.

But what is news in communication? According to Mário Wolf, in the book "Theories of communication", it is the facts that, due to their degree of importance, arouse interest in information consumers. Today, with globalization and technological advancement, information often turns into news without actually being true due to consumer anxiety driven by the pleasure of novelty.

The historian Jean Lacouture points in his book "The immediate history", to the danger of the excess of existing sources on the internet: "he places his study as a stairway along the wall, the wall of the event. He needs to climb quickly on it, to probe a just throw, discover quickly, express yourself in a kind of rapture, hurry and ardor" (LACOUTURE, 1998, p.225). It is important for the replicator, consumer or even communication professional to check the various sources that talk about

the same subject, to investigate, research your reliability before replicating or taking the matter as doable, real.

The art of informing, reporting, must strive for the search for faithful information, trying to be impartial in an attempt to reproduce the truth of each fact, reaching the maximum neutrality as stated by the mirror theory classifying journalism as a reflection of the truth or faithful reproduction of same (PENA, Felipe. Theories of Journalism, 2005). The importance of the investigation became very latent with the popularization of false news, fake news. As stated by Gradim (2005, p.5):

*[...] making your professional activity select, verify, and transmit information with impartiality and veracity, remains identical in relation to the core duties of journalism. Even if the means available have definitely changed, and the way in which the content is presented - the traditional journalistic genres - is itself changing.*

Although fake news has been around since the man first came out and communicated, the term was used most often in 2016 during elections in the United States, in which Donald Trump was elected president, as published on the world education website. According to the website, some specialized companies have identified a number of dubious content, most exploring sensationalism involving important people like Trump's opponent Hillary Clinton.

Today, Brazil is one of the countries with the largest number of production and circulation of fake news in the

world according to Pablon Ortellado, professor at the University of São Paulo, in an interview with Veja Magazine (Pablo 2018) apud Review: Cruz Junior, Gilson: Pós Verdade the new war on facts in times of fake news. According to the Dfndr lab website, based on the total smartphone users in the country released by the Brazilian Institute of Geography and Statistics (IBGE), around 8.8 million people had been attacked with fake news and 95.7% were through WhatsApp. The term post-truth, mentioned above, shows the value that society has given to new information and news without regard to the importance of their veracity.

### III. EXAMPLES OF FAKE NEWS VERSUS FACTS

During the 2018 elections, the false news that candidate Fernando Haddad had created and would disseminate in schools a gay kit inducing children to be gay, according to the defamators, was disseminated and widely disseminated.

#### Education

#### **Dilma Government: 'Gay kit' will be reformulated and released by the end of the year**

By Nathalia Goulart access\_time 16 Oct 2018, 18h49 -  
Posted on 27 May 2011, 14h53



Haddad says 'gay kit' will be distributed to schools that have already registered a case of homophobia (Marcello Casal Jr / ABr / VEJA / VEJA)

**Education Minister Fernando Haddad said on Friday in São Paulo that the controversial anti-homophobia kit will be overhauled and sent to public school teachers by the end of this year.**

In his Twitter, Haddad posted the link newspaper O Globo, refuting false information, published by the candidate at the time, Jair Bolsonaro, current President of Brazil.

For the umpteenth time Bolsonaro is denied: It's #FAKE that Haddad created a 'gay kit' and that Câmara held a children's LGBT seminar <https://oglobo.globo.com/fato-ou-fake/e-fake-que-haddad-criou-kit-gay-que-camara-held-seminar> lgbtinfant23197396? utm\_source = Twitter & utm\_medium = Social & utm\_campaign = share



41.1 thousand 07:08 - Oct 30, 2018

Information and privacy on Twitter Ads

G1 among other means of communication also disseminated the true information combating the false information:

**It's #FAKE that Haddad created a 'gay kit' for six year olds**

'Gay kit' is the nickname of the 'School without homophobia' project, aimed at educators and not children; book 'Aparelho Sexual e Cia' was not part of the project and was not used in schools.

By G1

16/10/2018 14h51 Updated 4 months ago

As published on the G1 website, the so-called "gay kit" was part of the Escola sem Homofobia project, which,

in turn, was part of the federal government's Brasil sem Homofobia program in 2004. It was aimed at educating educators, and there was no provision for distribution of the material to students.

The publication below, from the Revista Veja website of January 30, 2019 shows the result of a false statement in a tragedy:

[Brazil](#)

**Firefighters: Fake news hinder searches in Brumadinho**

In an interview, the Fire Department spokesman said that 'fake news' delayed the work of recovering the bodies.

By Newsroom

30 Jan 2019, 17:48 - Published 30 Jan 2019, 17:21





Rescuers work on the fifth day of searching for victims after the dam burst in Brumadinho (MG) - 01/29/2019 (Rodney Costa / picture alliance / Getty Images)

In the above report, the fire brigade spokesman, Pedro Aihara, said that when they are called upon by information from survivors in the region, firefighters have to go back and check whether or not at the suggested location there was someone who resisted the tragedy. , and when the news is false, it disrupts the service.

Another example was the disclosure of the WTOE 5 News website about Pope Francis supporting the Donald

Trump campaign, which was quickly replicated through facebook, generating controversy:

**Pope Francis shocks the world, endorses Donald Trump for the president, releases the nomination**

**TOPICS: Pope Francis Endorses Donald Trump**



Photo by Jeffrey Bruno / CC BY-SA 2.0 / cropped & photo by Gage Skidmore / CC BY-SA 3.0 / cropped

VATICAN CITY - Worldwide news reports from around the world report the news that Pope Francis made the unprecedented decision to endorse a US presidential candidate. His statement in support of Donald Trump was released from the Vatican tonight:

*"I have been hesitant to offer any support to any of the candidates in the US presidential election, but now I feel that not expressing my concern would be an abandonment of my duty as the Holy See. A strong and free America is vitally important to maintaining a world strong and free and, in that sense, what happens in the American elections affects us all. The rule of law is the backbone of the American government as it is in any nation that fights for freedom and I now fear that the rule of law in America has suffered a dangerous blow. The FBI, in refusing to recommend the prosecution after admitting that the law has been broken on several occasions by Secretary Clinton, has exposed itself as corrupted by political forces*

*that have become too powerful. Although I do not agree with Mr. Trump on some issues, I feel that voting against the powerful political forces that have corrupted the entire US federal government is the only option for a nation that wants a government that is truly for the people and the people. For that primary reason, I ask, not as the Holy Father, but as a concerned citizen of the world that Americans vote for Donald Trump for the President of the United States. "*

This alleged endorsement of Pope Francis to Trump originated on the website WTOE 5 News and was denied to the online newspaper National Catholic Reporter by Pope Francis himself at a long press conference aboard the Pope's flight to Rome on October 2:

Francis urges US Catholics to vote for his conscience in the November elections

October 2, 2016



Pope Francis answers a reporter's question about the U.S. presidential election on board his flight from Baku, Azerbaijan, to Rome on October 2. On the left is Father Mauricio Rueda Beltz, planner of the papal journey; on the right is Greg Burke, the new Vatican spokesman. (CNS photo / Paul Haring)

#### Of Joshua J. McElwee - Vatican

**ABOARD THE PAPER PLAN OF AZERBAIJAN** - Pope Francis advised US Catholics to vote in the November presidential election to study candidates' proposals well, pray about it and then "choose in conscience".

*"I never say a word about election campaigns," replied the pope. "People are sovereign. I will just say: Study the proposals well, pray and choose consciously."*

Here is another case reported by the website, the press observatory of false information that went viral, producing many negative repercussions on former deputy Jean Wyllys:

**We tracked the hashtag that spread fake news about Jean Wyllys**

**By Bruno Fonseca on February 13, 2019 in edition 1024**

Originally published by Agência Pública.





(Photo: Reproduction) By Bruno Fonseca.

Bruno Fonseca, a step-by-step research on where the first publication that generated all the fake on the figure of Jean Wyllys came from and publishes in an orderly manner what happened. According to the article, it all starts with the first record on the networks that brings the names of Wyllys and Adélio together one hour after the publication of the Folha de São Paulo interview that

revealed that Jean would leave the country. The controversy begins at 3:48 pm, when a user of social networks named Ruth Coriar, shares a note from the Renova Mídia website, which replied Folha's interview, adding that "this story" of Wyllys' resignation was poorly told:



(Photo: Reproduction)

The publications followed this without much commitment until Milene Reis, at 16 hours and 49 minutes, with more than 12 thousand followers, among them the councilman

Carlos Bolsonaro and the advisor of the president Filipe Martins, writes that the escape of Wyllys occurred after a video proving Adélio's visit to the Congress.



**Milene Reis**

@milenereis



- Vídeo comprova que Adélio, ex-PSOL, visitava um deputado no Congresso  
 - Quem pagou os advogados de Adélio?  
 - Moro vai investigar entrada de dinheiro da ditadura de Maduro no Brasil  
 - Maduro é deposto  
 - Jean Wyllys desiste do mandato e foge do país  
 Coincidência? [#VaiPraCubaJean](#)

♡ 4.917 16:49 - 24 de jan de 2019



💬 1.866 pessoas estão falando sobre isso



(Photo: Reproduction)

The story that Adélio was registered in the Chamber of Deputies on the day of the attack, was denied by the Chamber itself. In September 2018, the house reported that the registration system for Adélio's entry was an error by

the receptionist at the concierge where the visitor identification system (Sivis) is accessed.

More and more people were sharing similar content:



**Adriano Tomasoni**

@adrianotomasoni



Jean Wyllys vai fugir do Brasil antes que descubram que foi no gabinete dele que Adélio Bispo de Oliveira esteve quando entrou na Câmara dos Deputados.

Como eu sei?  
 Não sei.

Só to brincando de ser Jornalista investigativo.

♡ 2.262 17:57 - 24 de jan de 2019



💬 612 pessoas estão falando sobre isso



(Photo: Reproduction)

Then, under the influence of Maria Rita Lopes' publication, the hashtag investigates Jean Wyllys, which then solidifies with endorsements from celebrities who support the hashtag.



**Maria Rita Lopes** 🇧🇷🇧🇷🇧🇷

@maryritalopes



Será Adelio era namorado de Willis?

Quem bancava Adelio?

Quem paga seus advogados?

Q é o deputado q Adelio visitava?

Q montou um alibi na câmara dos deputados pra livrar Adelio?

Quem quer sair do país depois q a PF prorrogou o prazo do desfecho do caso? [#InvestigarJeanWillis](#)

♡ 4.499 10:01 - 25 de jan de 2019

💬 2.815 pessoas estão falando sobre isso



(Photo: Reproduction)





(Photo: Reproduction)

The morning after the publication of the Folha report, criticism of Wyllys resurfaced in the form of the hashtag #InvestigarJeanWillis. Lobão was one of the first to use a hashtag against Jean Wyllys.



(Photo: Reproduction)

Lobão was shared by deputy Alexandre Frota (PSL), who had already been convicted of defaming Wyllys by publishing a false speech by the former deputy in which he would treat pedophilia as something normal.



**ALEXANDRE FROTA**

@alefrotabrasil



Foi engraçado Renan lembrando do fujão 🤪🔪👤🔪 e a votação do Freixo? 50 votos aliás número do Psol será essa a oposição forte que irá mudar o curso da história?

**Marcelo Freixo** ✓ @MarceloFreixo

Renan Calheiros tem razão. Ele não é Jean Wyllys ! Jean é pessoa honrada!

♥ 157 09:35 - 3 de fev de 2019 · Brasília, Brazil



💬 32 pessoas estão falando sobre isso



(Photo: Reproduction)

Note that the fake news effect spreads like a snowball and descends like an uncontrolled avalanche causing damage, often irreparable, such as the case of housewife Fabiana Maria de Jesus, who died after being beaten by several residents of Guarujá in 2014, coast of São Paulo, for their revolt that confused them due to information published on a social network with a sketch of the possible kidnapper of children for black magic rituals. She was lynched to death (G1, May 5, 2014 publication for Mariani Rossi).

#### IV. FINAL CONSIDERATIONS

The purpose of this article was to demonstrate how fake news, now known as fake news, interferes in the process of communication, dissemination and transmission of information, using for this analysis content published on websites, social networks and newspapers, in contrast to the news correct, factual, true.

It was possible to obtain a brief notion of technological advances, their influence on the communication process and the rapid advance of news production and consumption in an instant, fast way and without any concern for the truth, only worth the novelty. The fake news force is perceived with the support of the post-truth, this maneuver used to create doubts about the veracity of some information that is currently used.

With the results presented, it was found that fake news is false news created and disseminated for various reasons, including issues of a social, political, defamatory nature, among others. In this study, it was observed the use of fake news as the main objective of taking the credibility of facts many times to denigrate someone or any idea for several reasons in detriment of the truth.

It was exposed that fake news is a subject, somewhat recent, but widely used in the Information Age and that its results are harmful to the truth, dangerous to human life, often with irreparable consequences. It was also exposed, through the confrontation between fake information and official and correct information, the need to always investigate and investigate before producing, replicating, reporting or producing information. Good communication depends on this.

Understanding the meaning of fake news, its harmful results and the importance of a concern with the truth in the construction of content at the expense of novelty has never been more important in an era called Information, but which consumes and publishes, on a large scale, many false or doubtful news.

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